

MS#183302.1 (4966)
PATENT

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Mah et al.

Serial No. Not yet assigned

Filed January 25, 2002

Confirmation No. Not yet assigned

For METHOD AND SYSTEM FOR CLICKPATH FUNNEL ANALYSIS

January 25, 2002

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS,

SIR:

INFORMATION DISCLOSURE STATEMENT

In accordance with 37 C.F.R. 1.97 and 1.98 and MPEP 609, and in compliance with the duty of disclosure set forth in 37 C.F.R. 1.56, applicants submit copies of the references listed on the attached PTO/SB/08A for consideration by the Patent and Trademark Office in the above-entitled application and to be made of record therein.

Respectfully submitted,



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*Complete if Known***INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Application Number	Not yet assigned
Filing Date	January 25, 2002
Confirmation Number	Not yet assigned
First Named Inventor	Teresa Mah
Group Art Unit	Not yet assigned
Examiner Name	Not yet assigned

Sheet	1	of	2	Attorney Docket No.	MS#183302.1 (4966)
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U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		Number	Kind Code ² (if known)		
MK	1	5,742,811		Agrawal et al.	04/21/1998
MK	2	5,819,266		Agrawal et al.	10/06/1998

OTHER ART - NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ⁶
MK	3	MAH et al., "Funnel Report Mining for the MSN Network," Proceedings of the Seventh ACM SIGKDD International Conference on Knowledge Discovery and Data Mining, 2001, pp. 450-455, ACM Press, USA	
MK	4	SRIKANT et al., "Mining Sequential Patterns: Generalizations and Performance Improvements," Proceedings of the Fifth International Conference on Extending Database Technology, March 1996, 15 pages, USA	
MK	5	CADEZ et al., "Visualization of Navigation Patterns on a Web Site Using Model-Based Clustering," Proceedings of the Sixth ACM SIGKDD International Conference on Knowledge Discovery and Data Mining, 2000, pp. 280-284, ACM Press, USA	
MK	6	KATO et al., "Navigation Analysis Tool Based on the Correlation Between Contents Distribution and Access Patterns," Proceedings of the Web Mining for E-Commerce Workshop (WEBKDD), August 2000, 10 pages, USA	

Examiner Signature	<i>Meukhankhuyag</i>	Date Considered	09/20/04
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

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Sheet **2** of **2** Attorney Docket No. **MS#183302.1 (4966)**

MK	7	BERENDT, "Web Usage Mining, Site Semantics, and the Support of Navigation," Proceedings of the Web Mining for E-Commerce Workshop (WEBKDD), August 2000, 11 pages, USA	
MK	8	GAUL et al., "Mining Web Navigation Path Fragments," Proceedings of the Web Mining for E-Commerce Workshop (WEBKDD), August 2000, 6 pages, USA	
MK	9	WU et al., "SpeedTracer: A Web Usage Mining And Analysis Tool," IBM Systems Journal 37(1), 1998, 13 pages, USA	
MK	10	SRIVASTAVA et al., "Web Usage Mining: Discovery and Applications of Usage Patterns from Web Data," SIGKDD Explorations, Vol. 1, Issue 2, 2000, pp. 12-23, USA	
MK	11	CHI et al., "Using Information Scent to Model User Information Needs and Actions and the Web," Proceedings of the SIGCHI Conference on Human Factors in Computing Systems, 2001, pp. 490-497, ACM Press, USA	
MIC	12	BORGES, "A Data Mining Model to Capture User Web Navigation Patterns," PhD Thesis, Department of Computer Science, University College London, July 2000, 205 pages, England	

Examiner Signature	<i>Maulhanh Nguyen</i>	Date Considered	09/20/04
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